

Version With Markings to Show Changes Made

1. (Amended) An article [repositionable label] comprising:
 - (a) a backing having two major surfaces, [and]
 - (b) a layer of repositionable non-pressure sensitive adhesive comprising a thermoplastic block copolymer elastomer coated onto at least one major surface of the backing, wherein the adhesive has a storage modulus at room temperature greater than 3×10^5 Pascals[.] and;
 - (c) an optical recording medium having a first major surface and a second major surface opposite the first major surface, the first major surface disposed against the layer of repositionable non-pressure sensitive adhesive.
2. (Amended) The article[repositionable label] according to claim 1 wherein the block copolymer [has]comprises polystyrene block.
3. (Amended) The article[repositionable label] according to claim 2 wherein the block copolymer [has] comprises 10% to 30% of polystyrene block.
4. (Amended) The article[repositionable label] according to claim 1 wherein the adhesion of the repositionable non-pressure sensitive adhesive is greater than 3 oz/inch on the first major[a targeted] surface of the optical recording medium and is less than 3 oz/inch on skin and paper[an undesired surface].
5. (Amended) The article[repositionable label] according to claim 4 wherein the adhesion to the first major surface[targeted surfaces] is in the range 5 - 40 ounce/inch.
6. (Amended) The article[repositionable label] according to claim 5 wherein [the targeted surfaces include but are not limited to]material forming the first major surface of the optical recording medium is selected from the group consisting of: polycarbonate, polyvinyl chloride, polyester, [or] and glass.

7. (Amended) The article[repositionable label] according to claim 6 wherein the [target surface] first major surface of the optical recording medium is [the surface of] a non-reading side of [an] the optical recording medium[a].

8. (Amended) The article[repositionable label] according to claim 1 wherein the backing is [a] selected from the group consisting of: polyester film, polyolefin film, paper, coated paper, metallized film, foil, non-wovens and cardstock.

10. (Amended) The article[repositionable label] according to claim [4] 1 wherein the adhesive has an adhesion range of 3 to 40 oz/inch when adhered to the [non-read/write] first major surface of [an] the optical recording medium and an adhesion of less than 8 oz/inch when adhered to standard white paper having a standard weight of 20/50 lbs.

11. (Amended) The article[repositionable label] according to claim 1 [4] wherein the adhesion range on the first major [a disc] surface is about 5[-] to about 10 oz/inch and the [preferred] adhesion range on paper and skin is less than about 1 oz/inch.

20. (New) The article according to claim 1 and further comprising:
an ink receptive coating on one major surface of the backing.